

## The U.S. Commercial Service: A Snapshot

### Overall Goals

- Provides comprehensive solutions to international trade challenges
- Helps U.S. firms realize their export potential
- Advocates abroad on behalf of U.S. businesses
- Follows Congressional mandate to emphasize small and medium-sized enterprises (SMEs)

### International

- 160 international offices in over 100 countries, which together represent more than 90% of the world market for exports
- CS international offices counseled 611,575 US companies in the 2004 Fiscal Year, and provided over 51,000 counseling sessions.
- CS international offices generated over \$25.7 billion in exports for US companies during the 2004 Fiscal Year.

### Domestic

- 109 U.S. Export Assistance Centers throughout the U.S.
- The Commercial Service (CS) serves a client base of approximately 108,000 U.S. companies.
- CS domestic offices counseled 41,687 U.S. companies in the 2004 Fiscal Year, and provided over 85,000 counseling sessions in the same year. Nearly 100% of these were small and mid-sized companies.
- During the 2004 Fiscal Year, CS offices facilitated over \$26 billion in U.S. exports, of which over \$10 billion were from small or medium-sized U.S. companies.

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<http://www.export.gov>



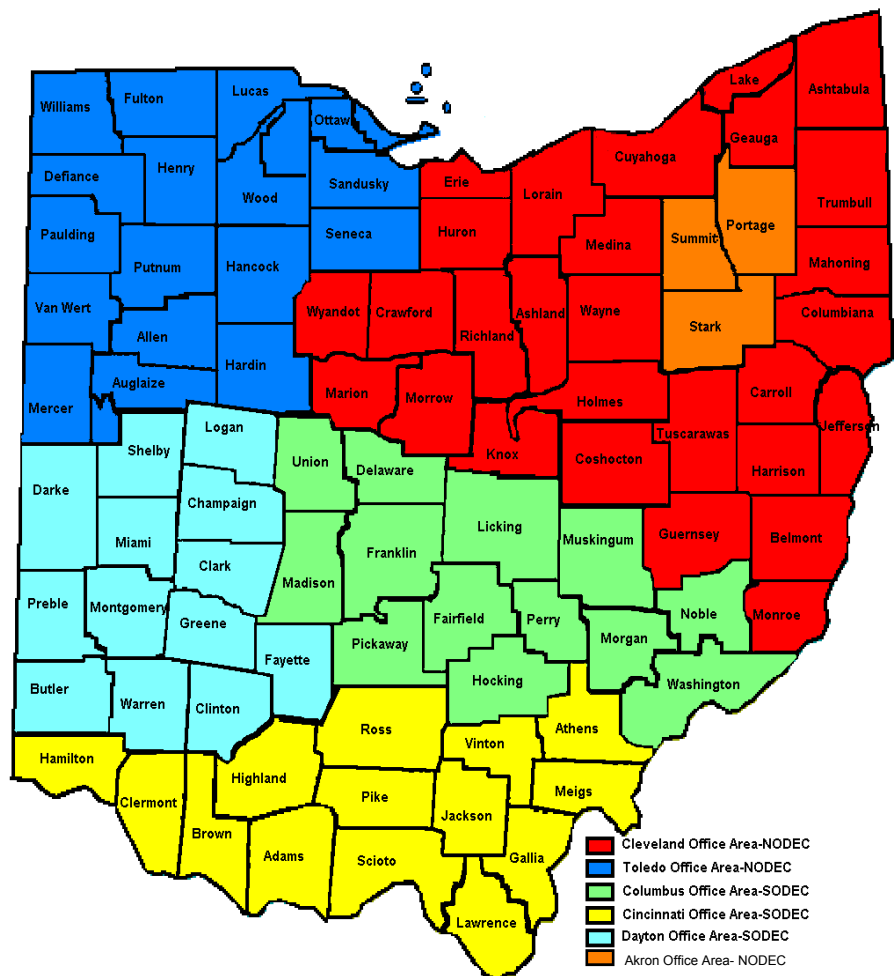
**International Buyer Program** helps you find new international business partners at U.S. trade shows with the International Buyer Program. The IBP recruits more than 125,000 foreign buyers and distributors to 32 top U.S. trade shows per year. U.S. Commercial Service trade specialists arrange meetings for U.S. exporters and international delegates and provide export counseling at the show's International Business Center.

**Show Time** is offered at select trade shows abroad so companies can meet one-on-one with CS industry specialists from various countries. There is no charge.

Also ask your trade specialist about our **Multi-State Catalog Exhibition Program, Matchmaker Trade Delegations and Trade Fair Certification Programs.**

### Financial Assistance

**Financing Your Exports** through the SBA's Regional Export Finance Manager located at the Cleveland USEAC, provides counseling and training on all trade finance issues. Additionally, the SBA provides short term financing through its Export Working Capital Program (EWCP) to ensure that small and medium sized businesses never lose export sales due to a lack of working capital. SBA's Export Express loan program provides small exporters with loans and lines of credit of up to \$250,000. Export Express loan proceeds must be used to support or increase a small firm's export activity.



## Office Locations:

### Cleveland US Export Assistance Center (Hub Office)

600 East Superior Ave.  
Suite 700  
Cleveland, OH 44114  
Phone: (216) 522.4750  
Fax: (216) 522.2235

**Hub Director:** Michael Miller

**Director:** Susan Whitney

#### International Trade Specialists:

Marcia Brandstadt, Ricardo Pelaez,  
Clem von Koschembahr

**Small Business Administration:** Patrick Hayes

### Akron US Export Assistance Center

One Cascade Plaza  
17th Floor  
Akron, OH 44308  
Phone: (330) 237-1264  
Fax: (330) 375-5612

**International Trade Specialist:** Ricardo Pelaez

### Toledo US Export Assistance Center

300 Madison Ave.  
Toledo, OH 43604  
Phone: (419) 241-0683  
Fax: (419) 241-0684

**Director:** Bob Abrahams

### Cincinnati US Export Assistance Center

36 East 7th Street  
Suite 2650  
Cincinnati, Ohio 45202  
Phone: (513) 684-2944  
Fax: (513) 684-3227

**Director:** Dao Le

**International Trade Specialists:** Deborah Durr

**Export Assistance Specialist:** David Farley

### Columbus US Export Assistance Center

Two Nationwide Plaza  
Suite 1400  
Columbus, Ohio 43215  
Phone: (614) 365-9510  
Fax: (614) 365-9598

**Director:** Roberta Ford

### Dayton US Export Assistance Center

1 Chamber Plaza  
Fifth & Main Street  
Dayton, OH 45402-2400  
Phone: (937) 226-8222  
Fax: (937) 226-8221

**International Trade Specialist:** Deborah Durr

### Waverly US Export Assistance Center (Rural Development)

PO Box 728  
Waverly, OH 45690-0728  
Phone: (800) 223-7491

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## US Commercial Service Assistance to Exporters

### Counseling and Mentoring Service

**Trade Specialists** are trained professionals who provide advice on all aspects of exporting. In conjunction with USCS overseas offices, they offer a unique link to world markets and they take a personal interest in each client's export success.

**District Export Councils** nationwide are comprised of volunteer trade experts dedicated to providing international trade leadership and guidance to the local business community. They are appointed by the U.S. Secretary of Commerce, and provide counsel to the U.S. Dept. of Commerce on emerging export development issues. The DEC's counsel local businesses, identify export financing, create export awareness, identify issues that affect export trade and make suggestions for improvement. They support the programs and services of the USDOC/Export Assistance Center, build local export assistance partnerships with other organizations and promote international education in the community.

### Market Entry

**Gold Key Service** helps you save time and money by letting the U.S. Commercial Service help you find a buyer, partner, agent or distributor. The Gold Key Service provides you with one-on-one appointments with pre-screened potential agents, distributors, sales representatives, association and government contacts, licensing or joint venture partners, and other strategic business partners in your targeted export market. Price: from \$100 to \$750 per day, depending on location.

**Platinum Key Service** is designed for companies that require long-term, sustained customized assistance from overseas CS posts. Range of issues includes: identifying markets, launching products, developing major project opportunities, government tender support, reducing market access barriers, assistance on regulatory or technical matters. Price varies depending on market.

**Video Gold Key Services** offered by the U.S. Commercial Service help U.S. companies meet prequalified overseas buyers, distributors, agents, or international business experts without the time and expense involved in traveling across the globe. Video Services are available from most of our U.S. Export Assistance Centers and many of our international offices with more offices coming on-line every day! Price: starting at \$500.

**International Partner Search** helps you find qualified international buyers, partners, or agents without traveling overseas. U.S. Commercial Service specialists will deliver detailed company information on up to four pre-screened international companies that have expressed an interest in your company's products and services. Turn around time is about 15 business days. Price: from \$300 to \$750, depending on location.

### Market Research & Information Services

**www.EXPORT.gov** is the portal to all export-related assistance and market information offered by the federal government. Whether you're looking for trade leads, free export counseling, or help with the export process, Export.gov is your first step in growing your international sales.

**Commercial News USA** assists you in promoting your products and services to more than 400,000 international buyers in 145 countries. Commercial News USA is a product catalog distributed by U.S. embassies and consulates worldwide, and has a proven track record of high response rates and solid sales results. Prices start at \$695.

**Customized Market Research** is a program that makes use of our vast network of industry associations, government agencies, importers, distributors, end-users, and manufacturers to provide you with information critical to your international success. Have our overseas trade professionals prepare a report according to your specific business needs.

**International Company Profile** can help you prevent costly mistakes with quick, low-cost credit checks or due-diligence reports on international companies. Before you do business with a prospective agent, distributor, or partner, the International Company Profile will give you the background information you need to evaluate the company. Price varies per market and degree of detail requested.